

A North East Perspective Simon McCabe The Food Chain CIC



Why Is Food Important ?

- nutrition is associated with a wide range of health issues including obesity, diabetes, cardiovascular disease, and cancer, (Sharpe, 2003).
- almost 1/3 of cardiovascular disease is diet related
- 30 – 40% of cancers worldwide could be prevented by improving diet (Robertson, 2001).
- after stopping smoking, eating at least five portions of fruit and vegetables a day is the most effective strategy to reduce the risk of cancer (DOH, 2003).
- Obesity itself is a risk factor for many physical and psychosocial conditions, it can reduce life expectancy by around 9 years (Chief Medical Officer, 2002)

What Can We Do ?

- creativity
- sustainability
 - it takes time to make a difference
- local retailer based interventions
- community food access based interventions

Local Retailer Interventions

- Support local businesses
- existing premises in optimum locations
- other purchases
- sense of identity
- social capital
- Specialist storage facilities
- turnover / wastage
- not core business
- social factors
- cost
- logistics

Community Food Access Interventions

- Low cost set up
- focussed intervention
- social capital / community cohesion
- lower costs
- flexible & accessible
- community led
- social enterprise
- Venue
- volunteers
- suppliers
- quality
- perception / stigma
- sustainability

Any Questions ?

